



WORKFORCE
ACCELERATOR
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Toolkit for Innovation Webinar: **Opportunity Junction**

AN INITIATIVE OF THE





WAF 1.0 Lessons Learned: Job Seeker Designed Pathway

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- **Nonprofit** 501(c)(3)
- **Launched** in 2000
- **Based** in Antioch (East Contra Costa)
- **Budget** \$1.8 million
- **Five programs** served 903 last year
- **Target** motivated low-income job-seekers with barriers to employment

Los Medanos College



- Main campus in Pittsburg
- Extensive roster of CTE programs
- CTE = Career Technical Education
- Early adopter of Starfish

Pathways Consultants

- Since 2005, national and community experts in workforce development
- Consulting with Opportunity Junction since 2012
- TA providers for WAF



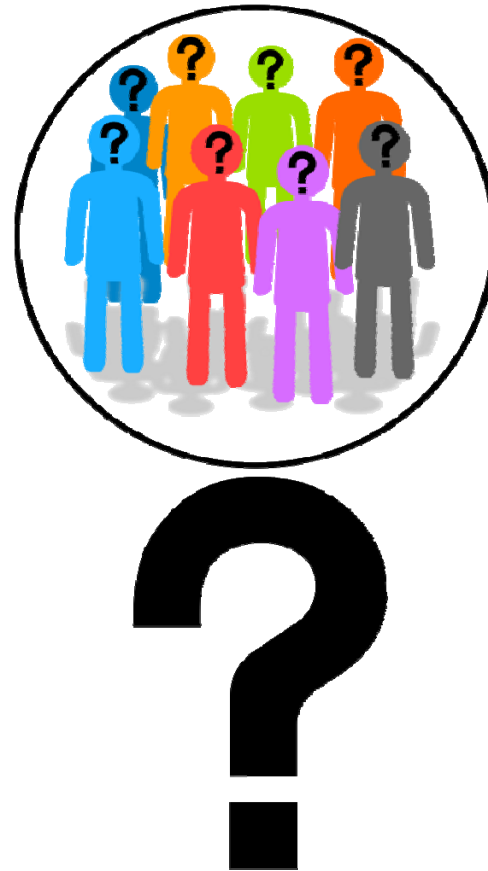
Who's Here?

- CBO staff?
- College staff?
- WDB staff?
- Consultants?
- Others?



The Big Idea

Create the first completely job-seeker-designed community college pathway program to serve low-income and long-term unemployed job-seekers, including those raised in generational poverty.



Webinar Goals

1. Explain program's reliance on **customer input**
2. Review iterative **design process**
3. Identify useful material you can use from the **toolkit**



1. CUSTOMER INPUT: A LESSON WE KEEP RE-LEARNING

Genesis of the LMC Partnership... 2012

- How can we expand impact?
- Environmental Scan performed by Pathways Consultants



Good Idea: Environmental Scan

- Surveyed participants
- Focus groups of alumni
- Focus group and interviews of staff
- Interviewed employer partners



Two Key Conclusions

Secret Sauce is “relationship”

Demand for more training



Board Composition Makes a Difference

- Employers
- Alumni
- Supporters
- Los Medanos College
Manager of Workforce
Development



Key Decisions

Build program
around CTE



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graph TD; A[Build program around CTE] --> B[Apply Secret Sauce]; B --> C["Expert" Development];
```

Apply Secret
Sauce

“Expert”
Development

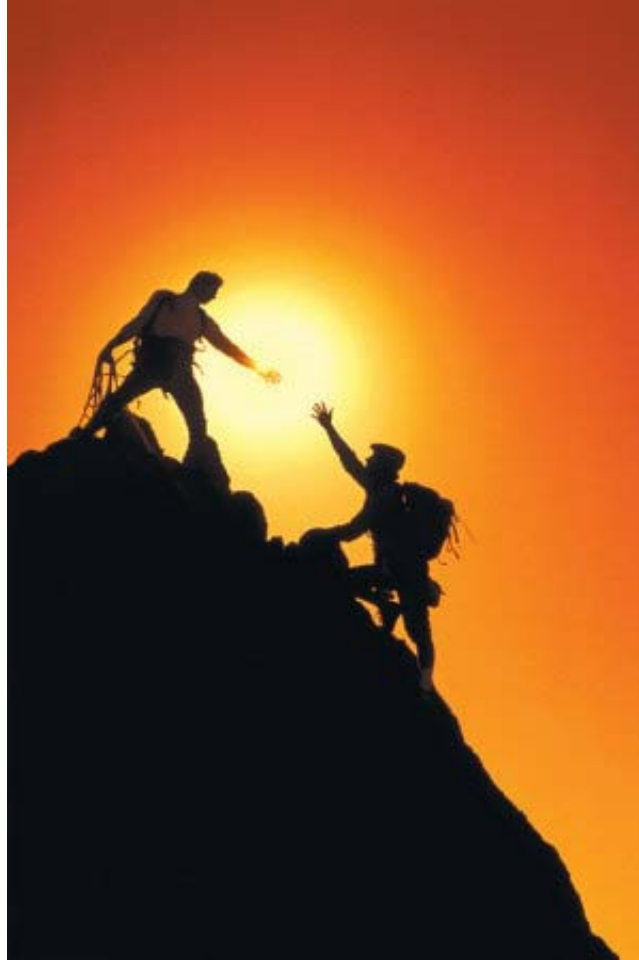
Soft Launch

- Wrap-around case management/career counseling
- Two-prong recruitment:
 - Existing students at the Career Advancement Academy
 - Community outreach (flyers, calendar announcements)



2. PROGRAM DESIGN: A SERIES OF ITERATIONS

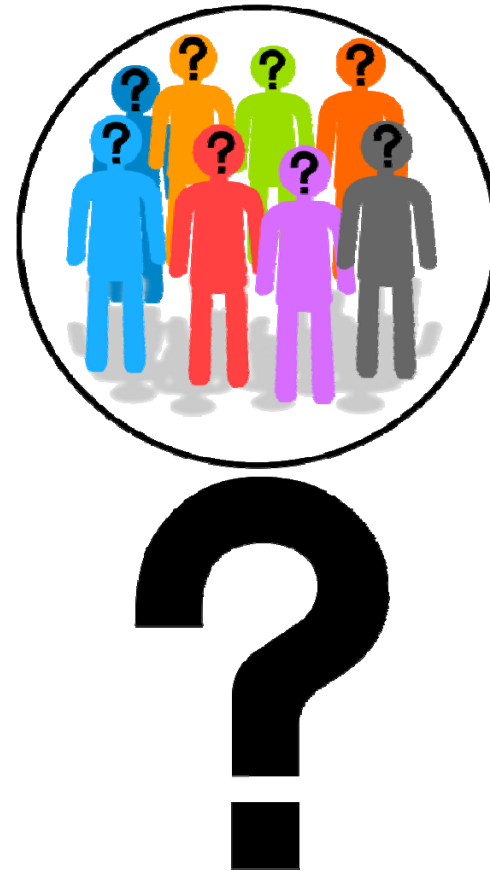
The Challenge: No Traction



The Big Idea

Go to the job seekers themselves and ask them what they need to succeed in college CTE tracks?

Then design the program to meet those needs...



Focus Groups



Focus Group Question

APPENDIX C

SAMPLE FOCUS GROUP QUESTIONS



Sample Focus Group Questions-Marketing & Outreach DATE

1. What kinds of things on a flyer might get you interested to come learn more about a college or training program?
2. If we were to do a four-hour intro to college event, what time of day works best for people? What might help you get there and stay there for the whole event?
3. What are some of the general obstacles to completing college with a certificate? Are those different than the obstacles for a degree?
4. Do you know anyone who might be interested in a program like this? Tell us about them.
5. How should we reach this group of people to invite them to this 4-hour intro to college event?
6. What should we call this program to interest participants and get people in the door?

Rebranding: Two Iterations

APPENDIX D SAMPLE FLYERS



Road Map to College

Providing one-on-one customized support, enrollment and financial assistance, and job placement as you complete short-term career education through Your Community College.



Attend an Information and Application Session at 1111 Your Address, Your City:

- Saturday, August 23—10 am; or
- Tuesday, August 26—10 am; or
- Wednesday, August 27—6:30 pm

FRFF FOOD and RAFFI F

Your mission could be written write here telling the reader what your agency is all about.



Career Technical Education

Earn certificates leading to high skill, high wage, and high demand careers:

- Administration of Justice
- Appliance Service Tech.
- Automotive Technology
- Business
- Child Development
- Computer Science
- Electrical/Instrumentation Technology
- Emergency Medical Services
- Fire Technology
- Graphic Communications
- Journalism
- Process Technology
- Recording Arts
- Travel Marketing
- Welding Technology



SAMPLE FLYERS APPENDIX E

Road Map to College



Need a Job?

Providing one-on-one customized support, enrollment and financial assistance, and job placement as you complete short-term career education through Your Community College.



Attend an information session:

Tuesdays at 10:00 AM

at Your Agency

For more information call Natasha at (999) 776-1111 or

Your mission could be written write here telling the reader what your agency is all about.



Career Technical Education

Earn certificates leading to high skill, high wage, and high demand careers such as:

- Administrative Assistant
- Appliance Repair Technician
- Auto Mechanic
- Court Clerk/Court Reporter
- Electronic Repairer
- EMT
- Fire Fighter
- Graphic Designer
- Heating and AC Specialist
- IT Technician
- Networking/IT Security
- Preschool Teacher
- Process Equipment Technician
- Refinery Operator
- Smog Technician
- Welder



Program Design: Planning Sessions



Some of the Results

1. Information Resources

How could information about college programs and student services best be shared?

- Social Media – 10 (# of Dots)
- Flyers- 4
- Updates- 3
- Text/TV, Commercial- 3

2. Financial Support

What kind of financial support or incentives would you need to be successful? (Fee's, books, transportation, gifts, meals, ect.)

- Cash incentives (Grants, help w/bills, ect.)- 17
- Book and School supplies- 16
- Transportation- 6
- Child Care- 5
- Paid Training- 4
- Health Insurance- 3
- Free Meals- 2
- Others (Field trips- 1, Gym- 1)

3. Academic Support

What kinds of support would you need to be academically successful? (Tutoring, homework club, etc.)

- Laptops- 10
- Study Guides- 5
- Tutoring- 4

Road Map to College Design

Barrier	Program Element(s)
Lack of support at home for career advancement	College and Career Counselor as coach, counselor, case mgr.
Lack of awareness of CTE programs	Career counseling and information sessions
Difficulty navigating enrollment and financial aid	LMC staff deliver sessions onside at OJ
Lack of money for expenses (transportation, etc.)	PT jobs and flexible financial support as needed
Gaps in learning	OJ and LMC volunteer tutors

Year-End Focus Group

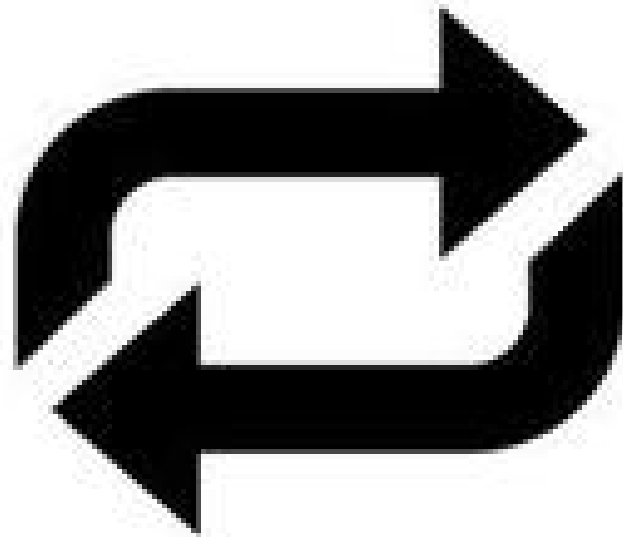
- Loved personal support
“Natasha was wonderful”
- Struggled with
undiagnosed learning
disabilities
- Difficult to complete
CTE certificates in time



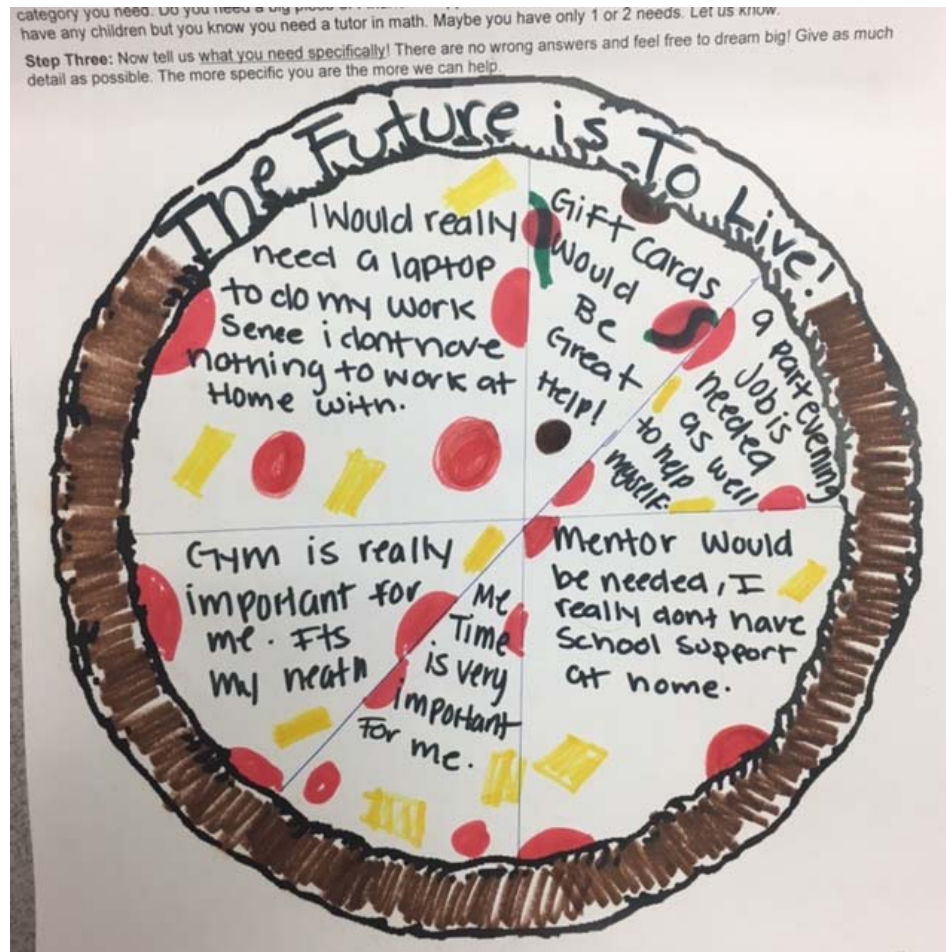
2. PROGRAM ITERATION, WAF 2.0

Let's Try This Again

- Adjust time frames for outcomes
- Add Disabled Students Programs and Services to LMC@OJ segment
- Plan for sustainability/scalability
- Next generation Planning Process: Pizza



What's on Your Slice?



2. RE-ENGINEERING, WAF 3.0

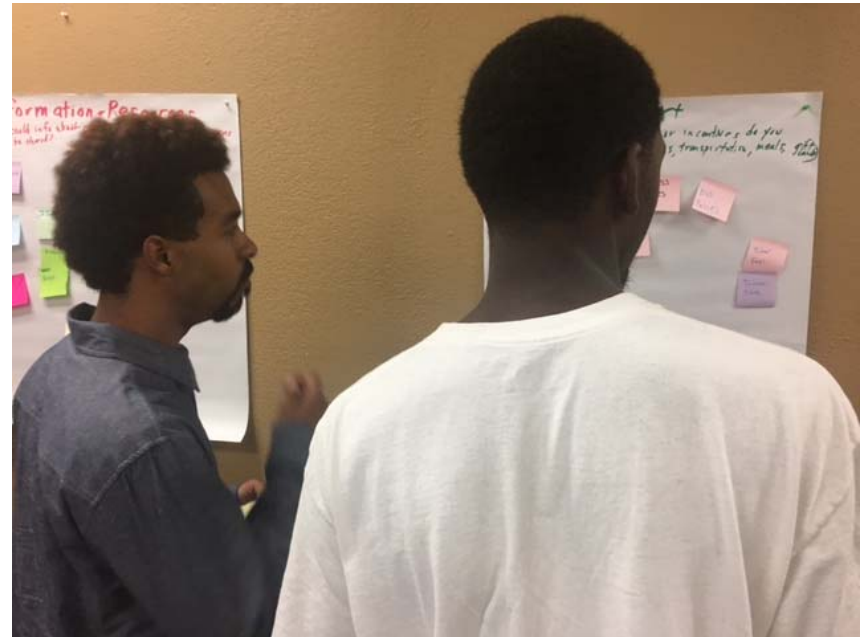
Results of Sustainability Planning

- Look for special populations we're serving who might be "fundable"
- Deepen partnerships to access Student Equity
- Advocate to participate in SNAP E&T
- (This document is available)



New Target: Low-Income Youth

- Half of participants in this demographic already
- Foster youth face particular challenges in college
- Need additional student support and staff development



Program Re-Engineering

- Added mental health services
- Added training session before math assessment
- Added staff training in youth development
- Partnered with BACR and CCCOE



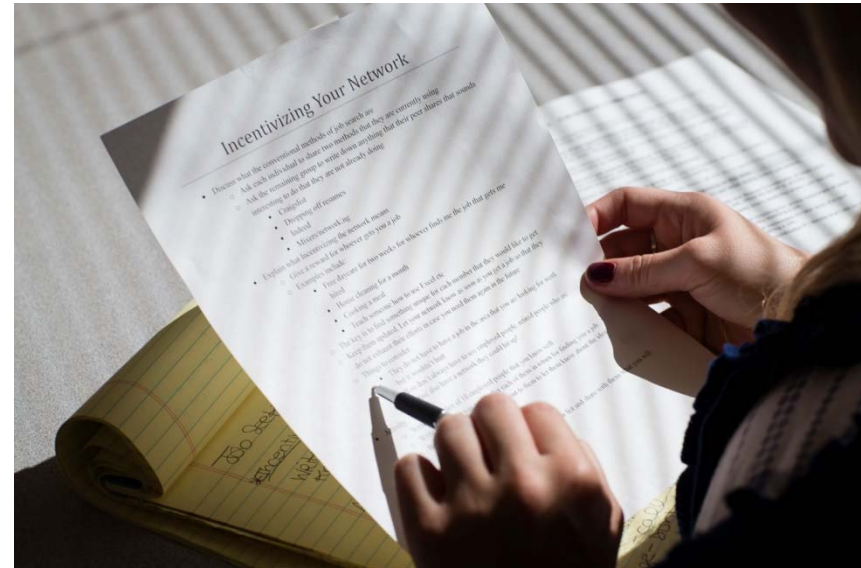
Questions?



3. DOCUMENTATION: ROAD MAP TO COLLEGE TOOLKIT

Part 1: Assessing the Need

- Gather data
- Make your case
- Initiate contact
- Who to contact
- Communicating with stakeholders



Gathering Data

- Who is your target population?
- What are the gaps in existing services?
- Interview stakeholders: populations, needs, gaps, completion rates, dropout reasons



Making Your Case

- **College's partnership is essential to success**
- Determine community college's pain points
- Explore ways to address
- Student success can help them draw down increased funding



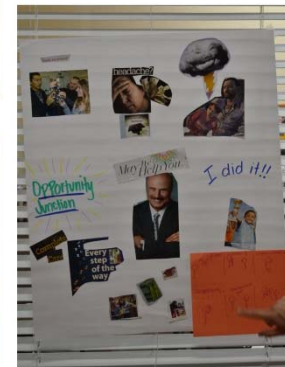
Looking for a Champion

- Natural fit: Office of Workforce Development
- Needs skills to engage other staff departments
- Solicit warm introductions from board members and other organization allies



Part 2: Creating Student Designed Support

- Focus groups and planning sessions logistics
- Budget for incentives (food and gift cards)
- Evening sessions better attended than weekend
- Toolkit lists what our students needed



Part 3: Supporting the Process for Unlikely Students

Recommendation: Supportive and Welcoming Environment

- Welcoming front door
- Know the process!
- Group sessions
- Individual sessions
- Food and coffee

Recommendation: Addressing Typical Barriers

- Bring the college to the CBO
- Practice tests and tutoring sessions
- Flexible assistance, including paying past fees (if not too expensive)
- Be available by text for registration emergencies

Part 4: Supporting Students to Persist

Fun Activities

- Group college tours
- Cohort social meetings
- Connect to on-campus resources

Individualized Support

- Counseling
- PT job placement
- Tools for school
- Assess for eligibility for EOPS and other support
- Close the gap between financial aid receipt and class start (books)

Part 5: Staffing and Budgeting

- No more than 35 on a caseload
- Ample allowance for expenses (\$750/student for first semester)

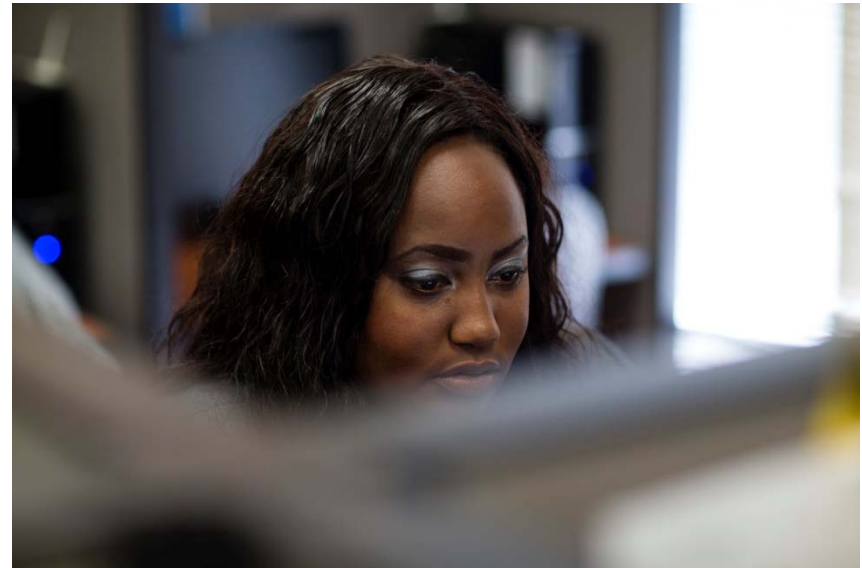
Part 6: Completion and Placement

- Business engagement
- Resume development
- Mock interviews



Part 7: Outcomes

- Lesson #1: Added DSPS
- Lesson #2: Longer completion times
- WAF 1.0 so far: 8 completions, 9 “drops” (including into employment), and 3 in 5th semester
- WAF 2.0: 15 of 20 in 3rd semester



Appendices: Sample Calendar



SAMPLE CALENDAR
ROAD MAP IMPLIMENTATION

October 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14 Apply for COLLEGE ID # Submit Application	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30 Assessment Test Prep/New Student Orientation 10:00 AM (Mandatory)	31 Pick One Financial Aid Workshop apply for FAFSA 2:00 – 3:30 (Mandatory)	

Assessment Tests:
XYZ Campus – Wednesdays 12:30 – 2:00 PM
Thursday – 12:30 – 2:30 PM or by Appointment
<http://www.collegewebsite>

Appendices: Sample Program List

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ROAD MAP TO COLLEGE TOOLKIT

ROAD MAP TO COLLEGE

SAMPLE CTE PROGRAMS + COMPLETION TIMES

Program Area	Description	CTE Certificate Name (18 Units +)	Sector	Occupations	Contact Name
Business	Prepares students for entry-level positions and professional advancement in public, private, and governmental accounting.	Accounting (Units = 23)	Business & Management	Accounts payable/receivable clerk, payroll accountant, accounting paraprofessional, and tax examiner assistant	
Appliance Services Tech	Repair and servicing of consumer appliances, such as ranges, refrigerators, dryers, water heaters, washers, and dishwashers.	Appliance Service (Units = 30) Appliance Technician I (Units = 18.5) Appliance Technician II (Units = 30)	Engineering & Industrial Technologies	Home Appliance Repairers	
Automotive Technology	The servicing, maintenance, and diagnosis of malfunctions, and repair and overhaul of components and systems in automotive vehicles.	Automotive Technology (Units = 18) + Skills Certificates	Engineering & Industrial Technologies	Automotive Service Technicians and Mechanics Electronic Equipment Installers and Repairers, Motor Vehicles Electrical and Electronics Installers and Repairers, Transportation Equipment	
Business	Supervising employees; budgeting, analysis, and coordinating clerical activities; evaluating, organizing, and revising office operations; design of facilities to provide maximum production; evaluating employee records; and coordinating activities of clerical departments and workers, dispute resolution, and mediation.	Management and Supervision: Business (Units = 24)	Business & Management	First-Line Supervisors/Managers of Office and Administrative Support Workers	
Business	Recording and disseminating of information, by manual and/or electronic means, including administrative office practices, global concepts, and office management skills.	Office Administration/Office Administration (Units = 24) Office Administration (Units = 24)	Business & Management	Secretaries, Except Legal, Medical, and Executive Executive Secretaries and Administrative Assistants	
Business	Principles, practices, and strategies of small business wholesale, retail, or service operations for owners/managers, and marketing principles and methods applicable to developing businesses.	Small Business Operations (Units = 24)	Business & Management	Managers, All Other	
Welding Technology	Welding techniques, processes, and equipment applied in accordance with diagrams, blueprints, or other specifications.	Welding Technology (Units = 24)	Engineering & Industrial Technologies	Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders Welders, Cutters, Solderers, and Brazers	
Electrical Technology	Theory and application of electric and electronic systems and components, including circuits, electromagnetic fields, energy sources, communications devices, radio, and television circuits, computers, and other electric and electronic components and	Electrical Technology (Units = 33.5) Instrumentation Technology (Units = 54)	Engineering & Industrial Technologies	Electric Motor, Power Tool, and Related Repairs	
Industrial Electronics	Assembly, installation, operation, maintenance, and repair of electronic equipment used in industry and manufacturing. Includes fabrication and assembly of electronic and related components.	Industrial Electronics (Units = 33.5)	Engineering & Industrial Technologies	Semiconductor Processors Electrical and Electronic Equipment Assemblers Coil Winders, Tapers, and Finishers Electrical and Electronics Repairers, Commercial and Industrial Equipment	
Industrial Systems Technology and Maintenance	Design, construction, maintenance, and operation of mechanical, hydraulic, pneumatic, and electrical equipment and related systems, such as production machinery. Includes building and plant maintenance.	Process Technology (Units = 33)	Engineering & Industrial Technologies	Mechanical Engineering Technicians	
Business	Principles and methods of retail store operations and management, including department stores and supermarkets.	Retail Management (WAFCC) (Units = 31)	Business & Management	Driver/Sales Workers Stock Clerks and Order Fillers Sales and Related Workers, All Other Demonstrators and Product Promoters Sales Representatives, Services, All Other Retail Salespersons Gaming Change Persons and Booth Cashiers Cashiers First-Line Supervisors/Managers of Retail Sales Workers	
Business		Front Office/Medical Billing / Medical Coding (10 units)	Health	Front office medical, billing, coding	
Business		Basic Medical Clerical/Medical Records Clerk (7 units)	Health	Front office medical, records, clerk	

APPENDIX B

SAMPLE CTE PROGRAM AND COMPLETION TIMES

Appendices

- Focus group questions
- Sample flyers
- Planning session agenda
- Individual meeting checklist
- FAFSA checklist
- Job Description
- Authorization for release of information
- Computer loan agreement (we just gave them)

Webinar Goals

1. Explain program's reliance on **customer input**
2. Review iterative **design process**
3. Identify useful material you can use from the **toolkit**



Questions?

